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U. S. Department of Agriculture

HOLDRIDGE'S CATALOGUE

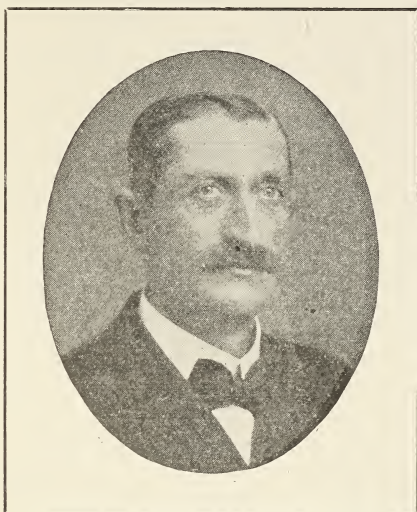
Strawberry Plants

1 9 2 7

Grown by
S. E. Holdridge
LEDYARD, CONNECTICUT

P. O. Address
NORWICH, CONN., R. F. D. 6

Telephone Connection

**S. E. HOLDRIDGE**

TO OUR PATRONS AND FRIENDS.

Another year is with us and I take pleasure in presenting my annual strawberry catalogue to you again describing the different varieties which we grow. I have not as many varieties as some dealers, but the varieties that I am listing are extra good ones. I am grateful for the support of my customers who have helped me from a small beginning to an increased volume of business each year. My sales for 1926 were the largest in my history of plant selling. I thank you all for your orders and for kind words said about me.

It has been my only aim to build my reputation on Honesty, Integrity, Square Dealing and Prompt Service.

My biggest asset is the good will of my friends and I sincerely value the business you have given me.

My friends have always appreciated my promptness in filling orders and my efforts to please. I will go a long ways to prevent a customer from being dissatisfied. I do not claim to be perfect. We are all human and slight errors may creep in some time, but my system is so well organized that they are reduced to a minimum.

I have the personal supervision of all orders and if plants are

not found true to name and as represented your money will be refunded.

I cannot guarantee plants to live if they are not well taken care of, but I do guarantee that all plants sent will be true to name, and will reach their destination nearly as fresh as when dug. What other grower could do more?

Everyone who purchases plants of me will be treated fairly and squarely.

The person who only buys a small quantity will be treated the same as the larger buyer.

I have been interested in strawberries for a number of years and love to work among them. I introduced the Gassett four years ago and it has proved all that I said of it and more.

This season I have a good supply of large, healthy, well rooted plants. As good as any I ever grew and customers who know my plants know that they are equal to any grown. To those who have never purchased plants from me, I solicit your order or a part of it and guarantee you will not be disappointed. I will try and please you and make you a satisfied customer. While I am writing this catalogue in January I have already received several orders for plants from old customers. I have been asked to send an order of Howard 17 plants to far away Siam. I intend to send them and have no doubt but what they will reach there in good condition.

Each year I select only the best plants for setting. By this continuous method I have improved the strain as for quality and productiveness and I do not believe my plants can be excelled anywhere.

I now have a strain of Howard No. 17 plants that cannot be beaten. They are now more productive than when I bought my original plants from Prof. Stevens at the State College.

Do not compare my plants with cheap Southern or Michigan grown plants—they are worth a great deal more.

I am printing a few testimonials from satisfied customers. If I had not sent them good plants they would not say, unsolicited, what they do in their letters. It is very pleasing to me to receive such testimonials.

To you who have purchased and know my plants I want you to help me.

To reach new customers a firm must advertise. Most people like to share good fortunes with others. By pointing out this splendid opportunity to purchase good, reliable plants, true to name, from one who will only send the same kind of plants that you receive, you will do your friends a real service which they will appreciate. For your trouble in sending some names to me

of those who are interested in strawberries, you will receive some extra plants that are not included in your order.

My sons are interested with me in the growing plants and one of us is always able to supervise each part of the work.

GRADING AND PACKING.

We do not carry plants in stock. Our plants are freshly dug each day—carried to the packing shed—trimmed under cover with no exposure from sun or wind—tied into bunches of 25 with good count. Customers are advised to throw out all small and inferior plants. The tying and counting is practically under my supervision. They are then packed in damp, live moss, of which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug. Each bundle is labeled. Plants dug, trimmed and packed this way will reach their destination nearly as fresh as when dug.

SETTING OUT PLANTS.

Do not set plants on greensward, but upon old ground which has been previously planted and manured. Ground bone, chicken fertilizer and a good commercial fertilizer with plenty of potash are the best fertilizers. Plants should be set 18 to 20 inches in the row and from $3\frac{1}{2}$ to 4 feet between the rows. This gives the narrow matted row which is the best kind of a row, unless you grow in the hill system, when plants are set about 12 inches in the row and from 3 to $3\frac{1}{2}$ feet between the rows. All of my plants are marked Perfect or Imperfect. All of my plants that I am selling this year do not need to be fertilized—they will all fruit alone.

PRICES.

My prices are not high compared with the quality of my plants. It does not pay to buy cheap plants anymore than it does pay to buy cheap seed. I have bought cheap plants from Michigan and from the South and I have been greatly disappointed. Whether you buy your plants from me or not I would advise you to purchase your plants from some honest grower in New England. A fair price for good plants is a good investment.

You will find my prices are for plants delivered at your door or express office. Most dealers charge for parcel post or express.

INSTRUCTIONS TO PURCHASERS.

Order your plants early and set them out early. If your order is placed early, you will be sure of getting your plants when

you want them and you will get the variety you want. Sometimes in the late season we are sold out of some varieties. Plant in April if you can. Remit in any way most convenient to you.

When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If they are left in package, they might heat—wet roots a little before setting.

If we are sold out of any variety when your order is received, shall we substitute or not? We will not substitute unless you direct us.

TERMS.

Orders may be booked at any time. If not ready to send full remittance now, send part payment and the balance before shipping. Some exceptions are made to old customers and to those of whom we are acquainted. I am always pleased to have a kind word from customers.

If you like my plants tell some one else. It will be appreciated.

If you desire more catalogues, they will be sent upon request. Again thanking you for past favors and trusting to receive your patronage this year, I will bring this message to a close and wish you all a most prosperous and bountiful season.

S. E. HOLDRIDGE.

Norwich, Conn., R. D. No. 6.

Telephone Connection, Norwich Division, 1855-4.

VARIETIES.

ABINGTON (Perfect)—A good mid-season variety which I think a good deal of. Will do well on all kinds of soil. The plants are healthy and make a good row. Fruit light red in color and the quality is excellent. It is very productive and its fruiting season is nearly four weeks. It is better for a near home market than for distant shipment. After many other varieties are gone you can still find some Abington berries amongst the vines. I have had this variety a number of years. If you want quality you will not be disappointed in this berry.

50 for \$0.75. 100 for \$1.00. 1,000 for \$7.00.

GLEN MARY (Perfect)—This is a mid-season variety and an old standard, well known by all who have grown berries. The plants are very large and strong rooted. Free from rust and very productive. Berries large and fancy. Very large yields have been reported by commercial growers of this variety.

50 for \$0.75. 100 for \$1.00. 1,000 for \$7.00.

CORSICAN (Perfect)—I believe this is the sweetest berry grown. If you want quality in a berry, set this variety. You will not be sorry that you planted this variety after you once have eaten of its fruit. Plants large and stocky, and the berry is large and fancy. Nearly every year I am sold out of this variety and have to return money. Customers that know this berry are always anxious to get it again. If you want a sweet berry, try some of this variety and you will not be disappointed. It is a mid-season berry.

Prices same as Howard No. 17.

PREMIER (Perfect)—The earliest berry that I grow. Equal to the Howard for productiveness. Premier is the best all-around early berry grown today. It is practically frost-proof and will stand severe frosts in the spring where many other varieties are killed. Some people think the Premier and Howard No. 17 are one and the same. I for one do not. Although the plants resemble each other, and the fruit is about the same size and color, the Premier variety fruits from three to seven days earlier with me, fruited side by side with the Howard No. 17. You know the earlier varieties of strawberries bring the most profit. If you want a good early variety, one that bears large fancy berries through a long season, you will not make any mistake in planting largely of Premier.

Prices same as Howard No. 17.

GASSETT—This is one of my introductions and it is a good one. Medium late to very late. It has pollen enough to fruit alone, but would not fertilize with another variety. I have tried many varieties, but this one is the latest of them all. The plants are large and stocky. Very healthy, free from any leaf spots or rust. Fruit stalks very long and prominent which holds fruit well off the ground. The berries are large and deep red. The quality is excellent for a late berry. It is very productive. I have received some very fine testimonials from customers who have fruited this variety. Do not fail to include some of this variety in your order. You will not be disappointed.

Prices same as Howard No. 17.

CHAMPION (Ever-bearer) (Perfect)—Champion is a heavy fruiter of medium sized berries. I fruited this variety last year alongside of my Improved Progressives. We picked more quarts to the row from the Progressives than we did from the Champion. The plant growth is similar and the fruit the same shape and color. I can recommend Champion as a good variety to plant. I cannot see very much difference between this variety and the Progressive.

25 for \$0.75. 50 for \$1.00. 100 for \$2.00. 250 for \$3.50.

500 for \$7.00. 1,000 for \$12.00.

PROGRESSIVE (Ever-bearer) (Perfect)—I have been careful each year in setting out selected plants of this variety and I now have a strain that is hard to beat. It was, and is now the best Ever-bearer, with the exception of my new Ever-bearer that has not been introduced yet. Plants set in the spring, with blossoms picked off until July 15 or August 1st, will produce fresh luscious berries until the snow flies. They will bear a good crop the following spring, ripening very early. They are very productive and the quality is delicious. You do not have to wait one year to get berries. You can have them to eat or sell this fall of 1926. They bring good prices on the market.

Prices same as Champion.

HOWARD No. 17 (Perfect)—Many think this is the best berry that has been introduced at the present time. No berry can equal it in many ways. Earliness, productiveness. A good plant maker. Free from disease and will succeed nearly everywhere on different soils. I sell each year more plants of this variety than all other varieties combined. My original plants came from Prof. Stevens, of Storrs College, and they are true to name. Each

year I am careful in selecting my Howard plants for setting and the result is that I have at present a strain of Howard No. 17 plants that is hard to beat. They are early which is a very essential thing in a berry. They are exceedingly productive for nearly four weeks. They are large and fancy, and do not run small at the last like some berries. Each year I think I have the best Howard plants, but this year they are better than ever. It is probably the nearest perfect strawberry in New England and a great money maker. You will make no mistake in planting largely of this variety. If I should let my plants run where they wanted to, there would be many small plants and I could sell them at a lower price than I am asking. I cannot produce the quality of the plants that I do, and sell them for \$7.00 or \$7.50 per M. I claim my plants are cheap at the price I ask for them.

If you give me an order for Howard No. 17 plants I promise you will not be disappointed.

Same price as last year.

25 for \$0.75. 50 for \$1.00. 100 for \$1.50. 250 for \$3.00

500 for \$5.00. 1,000 for \$9.00. 5,000 for \$8.50 per M.

10,000 for \$8.00 per M.

All trimmed, bunched, packed in damp moss and delivered free to your door, or express office anywhere in New England.

BRADFORD—This variety was a chance seedling found in Bradford, Vt., several years ago. Hence the name that I am introducing it under this year. I have fruited it for the past three years, and have found it worthy to put on the market. It is very late. Plants large and stocky. Shows no sign of rust with me. The berries are very large and fancy and the quality is equal to the Corsican. I have never seen a more handsome berry. It will always sell when common berries are a glut on the market. Try a few of these with your order.

25 for \$0.50. 50 for \$0.75. 100 for \$1.50.

ADAMS EARLY—This is a new variety which I have not fruited yet. The plants made a vigorous growth with me last year and look very promising. This is what the introducer says from whom I purchased the plants: "It ripens with the medium early varieties and continues through a long season, or until the latest varieties are gone. It also blossoms and bears lots of berries in the summer and fall and is much more productive in this respect than many of the everbearers. Excellent growers in any soil, with bright glossy green foliage. It ripened almost

as early as Howard and will produce fully as many quarts per acre as that variety. Each plant has several fruit stalks, all loaded with berries. The fruit is about the size, shape and color of Gandy, ripens all over at once, is quite firm and of good quality."

I have only a limited supply of plants and if you wish to try this new variety you should order early.

25 for \$0.50. 50 for \$0.75. 100 for \$1.50.

RASPBERRIES.

WINFIELD (Black)—In my opinion this is the best black cap grown, perfectly hardy, very early. Ripens soon after our late strawberries have finished. Extra large. Very sweet. Very productive. Will outyield any other variety. Averaged the same price in the Norwich market last year as the red variety. They are the most profitable berry that I have grown. I have had this berry for a number of years and I have never advertised it before. I do not think there are many dealers, if any, in New England who have this variety for sale besides me. It is the most wonderful black raspberry that I have ever seen. My supply is limited.

Price: \$0.10 each. 25 for \$2.00. 50 for \$3.50. Strong one year plants.

PLUM FARMER (Black)—A profitable early variety. I consider this the best of the black cap until I found out about the Winfield which I like better. Still this is an excellent variety. Large, productive, and sells well in the market.

Price: \$0.08 each. 25 for \$1.75. 50 for \$3.00.

RHUBARB OR PIE PLANT THE BEST VARIETY MYATT'S LINNAEUS

The first thing in the spring to furnish material for pies and sauce. Easy to grow and very healthy. The best variety. Large, early, tender and yields abundantly. Price \$0.20 each. 10 for \$1.75. 100 for \$10.00.

SPECIALS.

I am offering two collections this year. Three varieties each and all good. Will supply the needs of any small family or will give you a start in strawberries.

Collection No. 1.

Fifty Abington, \$0.75. 50 Glen Mary, \$0.75. 50 Howard or Premier \$1.00. All for \$2.00.

Collection No. 2.

Fifty Howard or Premier, \$1.00, 50 Corsican, \$1.00, 50 Gassett, \$1.00. All for \$2.25.

Delivered free.

WHAT OTHERS SAY.

A Satisfied Customer is the Best Advertiser.

Amston, Conn., April 21, 1926.

Dear Mr. Holdridge:—Enclosed please find money order balance due on plants and roots received last week. Stock looks fine.

Sincerely, C. P. LILLIE.

Shelton, Conn., April 23rd, 1926.

Mr. S. E. Holdridge, Norwich, Conn.:—I have enclosed check for which send me by parcel post one hundred Howard No. 17 strawberry plants. I have purchased plants from you in the past and have been satisfied in all ways. Have recommended your plants to many friends. If you will send me an extra book or two I will pass them along.

Yours very truly,

HENRY S. WELLS.

Westbrook, Maine, April 24, 1926.

S. E. Holdridge, Dear Sir:—I want to set some more of your strawberry plants this spring, and you were so honest in my dealings with you last year and my 100 Gassett plants so nice that I said Holdridge will get my trade hereafter although it is small.

OTIS N. WHEELER, Westbrook, Mass.

And under date of June 1, 1926, Mr. Wheeler further writes:

Westbrook, Maine, June 1, 1926.

S. E. Holdridge, Dear Sir:—My Howard 17 plants received in first class condition and all set. Not one wilted. They certainly were O. K. Thanks to you. My Gassett plants that I had last year all lived and look fine. Shall recommend you to all of my friends that talk strawberry plants. A neighbor of mine got interested and has left \$3 with me for 100 of your Howard No. 17 and 100 of your Gassett plants. Thanking you again for your honest dealings and quick service. I remain a customer as long as you or I am in the business.

OTIS N. WHEELER, Westbrook, Mass.

R. D. No. 2.

Daisydale Farm, Westport, Conn., April 29, 1926.

S. E. Holdridge, Norwich, Conn., R. D. No. 6:—The strawberry plants were received in fine condition. As usual they are very fine plants, and we are very much pleased with them. We have them set out and hope we will have a favorable season for them. I am enclosing remainder of amount due you.

Very truly yours, MISS MOLLY TAYLOR.

Andover, Conn., May 3, 1926.

Mr. Holdridge, Dear Sir:—Berry plants arrived last week O. K., and are now planted, looking good. Thanks for your attention to my small order. Very truly, F. C. HOWARD.

Stonington, Conn., May 7, 1926.

Mr. Holdridge, Dear Sir:—The plants came in fine shape and were very good plants. I enclose check which I think is the amount due you. Yours truly, DAVID NASON.

Colchester, Vt., May 10, 1926.

Mr. S. E. Holdridge, Dear Sir:—The strawberries came in good shape, and I enclose check for same. I hope we shall have some good berries next year. Sincerely yours,

E. S. WRIGHT.

15 Alice Street, Norwich, Conn., May 11, 1926.

S. E. Holdridge, Norwich, Conn., Dear Sir:—Enclosed find \$2.00 for 100 "Progressive Everbearing." They are the best plants I have ever set out. Thank you. Truly yours,

MISS MARION FRINK.

Ellington, Conn., May 17, 1926.

S. E. Holdridge, Norwich, Conn., Dear Sir:—I had such good results from the strawberry plants I bought of you in 1924 that I feel safe in ordering from you again. They were very fine plants. That same spring I bought some everbearing plants from another party and not a single blossom did I get on those plants. Last season they fruited but were not everbearing at all. Have tried both Howard No. 17 and Premier and with me Premier was the first and also the last to produce berries.

HARRISON L. HAMILTON.

Troy, N. H., May 19, 1926.

Mr. S. E. Holdridge, Dear Sir:—I received the strawberry plants last Friday in good condition. Many thanks for the extras.

Sincerely, MRS. M. ROSHELLA, Troy, N. H.

May 25th, 1926.

S. E. Holdridge, Dear Sir:—The plants you sent me were in fine condition and I hope to be as well pleased with the crop as I am with the plants. Please find check for same and oblige.

Yours truly, GEO. W. OLNEY,

477 Smithfield Ave., Pawtucket, R. I.

Stonington, Conn., May 25th, 1926.

Dear Mr. Holdridge:—Strawberry plants are coming along fine, have not lost one. A pretty good recommend for your plants.

Respectfully yours, W. C. MORGAN (Gardener),

Farmholm, Stonington, Conn.

Plainfield, Conn., May 29, 1926.

Mr. S. E. Holdridge, Norwich, Conn., Dear Sir:—I received your strawberry plants and they were all in good condition. I am much pleased with your plants, I am sure, and waiting for an opportunity by trying the fruit. Thanking you for your courtesy, and prompt service, I am yours truly,

HAROLD J. LEWIS, Plainfield, Conn.

Leonard Bridge, Conn., May 31, 1926.

Dear Sir:—Enclosed find a check for \$3.50 for the berry plants. The plants were nice ones, and I thank you for the free bunch of Howards. I surely appreciate them and thank you again.

Yours truly, CHARLES M. GEER.

Milo, Maine, June 1st, 1926.

Mr. Holdridge, Dear Sir:—Got my plants all O. K. Was very much pleased with them. Thank you for the extra plants sent.

Very respectfully, MRS. JOSIE SMART, Milo, Maine.

Franklin, Mass., R. D. No. 2, June 2.

Dear Sir:—Received the strawberry plants and was very pleased with them. And want to thank you very much for the quick service that you gave us. If we need any more we will write to you again as they were very nice plants. We will let you know how they bear. I remain as ever, your truly,

MR. FRANK LUSTENBERGER,

R. F. D. No. 2.

West Street, Franklin, Mass.

Sterling, Conn., R. F. D. No. 43, June 3.

Mr. S. E. Holdridge, Dear Sir:—I would say that berry plants arrived the day after shipment, and in excellent condition, and while they tell us the proof of the pudding is in the eating" I am sure if they carry though in such a healthy condition as we received them we shall have no regrets in purchasing from you.

Your respectfully, R. FORTUNE.

Bulletin Print,  Norwich, Conn.

Office of State Entomologist
No. 185 (Seal of Conn.) Date—August 19, 1926.
(Copy)

State of Connecticut
Connecticut Agricultural Experiment Station
New Haven, Conn.

**NURSERY INSPECTION AND REGISTRATION
CERTIFICATE**

This is to Certify that S. E. Holdridge, of Ledyard, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925, and that it is apparently free from dangerously injurious insects and plant diseases.

This certificate expires August 1, 1927.

W. E. BRITTON, State Entomologist.

Danby, Vt., May 28, 1926.

Dear Sir:—The plants arrived in good condition yesterday, and we are setting them out. I am much pleased that the roots seem to be all there and the leaves look fresh and green. They seem to be first class plants in every respect. This is our first large venture in strawberries. If we have good luck we will be an advertisement for you. If not, apparently it is not your fault.

Yours truly, ALFRED DOYLE CONGDON.

P. S.—Mr. Congdon placed his order with me after some other dealers had quoted much lower prices than mine.

Rockville, Conn., R. D., August 18, 1926.

Mr. Holdridge, Dear Sir:—Received those strawberry plants O. K., and all set out they were certainly in fine shape and dandy plants. If they do as well as the others I expect to get a crop of berries next year. I have picked quite a few berries already from the everbearing plants I got from you and if nothing happens to prevent I expect to want two or three thousand next spring, and you shall get the order if I set any out. I remain your for good plants and square deal.

CHARLES ZINSSEN, Rockville, Conn.